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DES Environmental Leadership Initiative
Encouraging Superior Environmental Performance Through Management Systems,
Recognition, and Rewards

Minutes of Stakeholder Steering Committee Meeting

Tuesday, November 25, 2008

2:00 – 3:45 PM

29 Hazen Drive, Concord, NH

Room 110/111

- Meeting Purpose:**
- a) Update on *Aspiring Leaders* program.
 - b) Tier 2 – *Green Leaders* – Progress so far.
 - c) Demonstration of a useful computer software tool
 - d) Discussion of Georgia's "Sustainable Office Toolkit" track
 - e) Update on DES website changes.
 - f) Other business

Attendees:

Kurt Blomquist	City of Keene
Patti Carrier	NH Ball Bearings, HiTech Div. (by telephone)
Eric Ensign	Bruss Construction
Robert Fox	US Postal Service
Jean Holbrook	US EPA Reg. 1
Amy Ignatius	NH Office of Energy & Planning
Bob Minicucci	NH DES (recorder)
Andrea O'Brien	NH Small Business Development Center
James Thompson	O'Brien-Thompson & Associates
Sharon Yergeau	NH DES

Record of the meeting:

A. *Aspiring Leaders*

There are now 17 members, with several pending applications. The last member entered is the Concord law firm of Orr & Reno (who are reducing paper use). We've had some publicity recently, through an insert the Small Business Development Center put into the Oct. '08 *Business NH* magazine, and a DES press release. Better press is expected after May '09, when we should have members' accomplishments to tout, not just rising membership numbers.

It was pointed out that DES ought to send out some guidance on reporting results, if only to encourage use of a tabular form. EPA, in the early days of Performance Track, had problems with narrative reports in which reportable metrics would be buried in text paragraphs. Guidance on units would be useful too, although that may be covered by information on the Goal Sheets.

Late next summer, DES hopes to convene a meeting of all members of *Aspiring Leaders* and *Green Leaders* to allow business-to-business contact and to allow some communication between the members and state government leaders. This is referred to as the “Environmental Leadership Council” in the *Aspiring Leaders* brochure. EPA has had good results doing this with Performance Track.

B. Tier 2, *Green Leaders*

Recruitment letters for *Green Leaders* went out in October to all NH Performance Track members and all other known NH firms registered to ISO 14001. Response was fairly positive. We have four applications in hand, with a couple more expected. A few others have shown an interest, but will probably apply in the spring of '09.

We hope to get the applicants together for a *Green Leaders* kick-off event, similar to the one Governor Lynch did for *Aspiring Leaders* last December. The nature of pre-entry site visits for prospective *Green Leaders* members still depends on the nature of the applicant – more regulatory issues and more time since the last inspection will mean a more intense pre-entry visit.

Future publicity with Laura Knoy at NHPR or Fred Kocher at WMUR was discussed. Perhaps an ongoing “Green Business of the Day” is possible. Commissioner Burack is probably our best spokesperson. We were cautioned to package our information well, and to be especially relevant to listeners.

C. Demonstration of Indiana DEM Environmental Management tool

On October 27-30, Minicucci was at one of EPA's meetings of Performance track staff and supporting state staff, held in Seattle, WA. One of the things learned there was that Indiana Department of Environmental Management has developed a software tool for developing a list of environmental aspects and impacts, and BMPs to address them, focused on municipal operations. We viewed and demonstrated it on screen, and those present seemed impressed. This tool can be obtained from IN DEM at <http://www.in.gov/idem/4420.htm>.

D. Georgia's “Sustainable Office Toolkit” track

Also at the Seattle meeting, Bob learned that the Georgia Department of Natural Resources' recognition program, now called “Partnership for a Sustainable Georgia,” has developed a special category for service businesses. We viewed the information on their “Sustainable Office Toolkit” track at http://www.p2ad.org/documents/pp_criteria.html. There was some support for DES adopting a similar structure. GA's program is one of the older such programs, and has more than 150 members in their various tiers. One tier was of special note at this meeting: their “Champions level.” “These Partners promote and support the goals of the Partnership for a Sustainable Georgia by providing training, consultation or other services to Partners. Champions include organizations such as community groups, trade associations, citizen advisory panels, environmental organizations and consultancies.” This is a way for anyone to show support, and to functionally market GA DNR's program.

E. New DES website

DES's website has been through a major re-working, and a brief demonstration was made at this meeting. The new website is much improved in many ways, but for technical reasons we no longer have the neat and handy program url of des.nh.gov/eli. For the record, the environmental leadership initiative url is <http://des.nh.gov/organization/commissioner/p2au/pis/eli/index.htm>.

An alternative is to go to des.nh.gov and type "environmental leadership initiative" into the search box – one of the improvements to the DES website is that the search function now works much better.

F. Other issues

We discussed prioritizing business sectors for membership. We've already got in members from sectors we'd previously discussed, especially construction. Property management is a target area that we've not really reached, with the exception of "North American Specialty Insurance," which is the landlord at the office tower at the Center of NH, Manchester. Reaching utility companies was discussed. A size-of-business target of \$5-25 million annual sales was mentioned.

Conclusion:

The next meeting of this group is not yet scheduled, but we expect it to be in late March or early April, 2009. We will look into holding this meeting by telephone or some other distance-attendance method.

Thank you all very much for your time and interest. Remember, we can come and speak to your group about the Environmental Leadership Initiative if you think that would be useful. If you have any comments or questions, please do not hesitate to contact me at 603-271-2941 or at RMINICUCCI@DES.STATE.NH.US.

Sincerely,



Robert P. Minicucci II, PE
Special Projects Manager
Department of Environmental Services